

TORRANCE HERALD

TWENTY-FIFTH YEAR

TORRANCE, CALIFORNIA, THURSDAY, DECEMBER 28, 1939

SECTION B

SANTA'S GONE, CITY SET FOR NEW DECADE

Needy Fed, All Made Happy in Yuletide; Future Looks Rosy

Today—three days after the year's biggest day—Christmas of 1939 is but a fond memory and the jolly, ruddy old fellow who wore a red suit and white whiskers has retired while a jolly, ruddy young fellow who doesn't wear much of anything is about to make his appearance.

New Year's Day is on the way and the little chap in the three-cornered trousers is about to usher in another 12 months. What will they hold for Torrance—for you and me?

Before we go into that, let's take a look backward and, starting with Christmas, see what happened in 1939. The Yuletide was, by every report—business, home, industrial—the greatest in the city's history. Merchants said the merry jingling of their cash registers indicated the biggest Christmas business in years. Postmaster Connor, still snowed under with Yuletide mail details, came up for a breath and announced that the postoffice will soon be ready with some surprising figures.

Fifty-four families, who might otherwise have been left out of the celebration, were made happy last Monday thru the efforts of the Torrance Relief Society, P.T.A. units, service clubs and churches. Boxes containing food, candy, toys and clothing were distributed here by Mr. Floyd, who furnished a truck and also by Mr. and Mrs. W. C. Silence with a truck loaned by Fay Parks of the Torrance Plumbing Company.

Mrs. Woodington of the Relief Society was assisted in the packing of the boxes by Mrs. Wade and other members of the organization. The toys were donated by the J. C. Penney Company and also by local school children. Some playthings needed repairing and this was done by Silence.

The "canned food" matinee at the Torrance theatre last Friday afternoon was a great success. Scores of cans and boxes of food being received as the price of admission. Local schools and clubs also had food drives to help bring Christmas cheer to the needy. All who helped in any way are thanked by Mrs. Woodington and others who saved in this capacity.

Oh, yes—the Torrance firemen also furnished candy for the boxes. Those who did not need assistance report that they had a splendid Christmas. Of course all of us ate too much, drank too much, sang too much, went in debt too much and had our fondest hopes for presents exceeded but that was the Merry Christmas of 1939 and it only comes but once a year!

Now we're looking forward to ringing out the old year and on a bright, new next Monday to a happy and prosperous 1940. It's the start of a new decade and we'll have our noses counted by our Uncle Sam. We'll also have elections—starting in with a municipal ballot in April when Mayor Tolson and Councilmen Powell's and McGuire's seats will be at stake.

We'll have a national election to see who's going to take over the reins in Washington. The Metropolitan Water District is scheduled to put its great aqueduct into service and the Palos Verdes Housing project should be completed near by. The long proposed zoning ordinance for

(Continued on Page 4-B)

Delegation Will Urge State to Take Over Roads

A large delegation of municipal officials and leaders of the Southwest District Highways Association will descend upon the California State Highway Commission in Los Angeles Saturday morning, Dec. 30, to urge inclusion of several highways in the state system.

They will ask the Commission to consider the extension of Hawthorne-La Brea to connect with Highland avenue in Hollywood, Crenshaw southerly from Manchester to Highway 101 and the completion of the link on Sepulveda boulevard between Jefferson and Centinela avenues.

Local men who will attend the hearing will be Mayor William H. Tolson, Councilman James Hitebeck, City Engineer Leonard Young and Secretary L. J. Gilmeister of the Chamber of Commerce.

Amerigo Bozzani, Southern California member of the state board, suggested the visit of the delegation to help him impress his fellow members with the value of the highway projects.

Home Building Shows Gain Here

With only two more days to go, new construction in Torrance during 1939 now stands at \$1,284,008, according to figures compiled at the city engineer's office where building permits are issued. Although this total is far below the all-time record building year of 1938 which saw \$3,143,873 expended here, it includes the erection of 97 new homes.

Home-construction represents, it is generally agreed, more substantial development than oil derricks. The 1938 building total was enlarged by the construction of 153 derricks here and only 75 homes. The current year's building included permits for only 35 oil derricks.

December building to date amounts to \$14,410 as compared to \$68,155 for the same month in 1938. Building permits were issued during the past week for the following jobs: Mr. George, for a five-room frame stucco house and double garage at 704 Madrid avenue, \$3,200; D. Kimmel, neon sign at 1615 Carrillo avenue, \$200, and the Yamaguchi Nursery for a five-room frame bungalow at 3680 240th street, \$1,900.

APPRECIATE DONATION
A letter of appreciation, addressed to the mayor and all city employees who contributed \$76 to the Torrance Community Chest was received from the Torrance Community Service Association and read to the city council Tuesday night.

Santa Unloads Gift Chest to Big Crowd Here

Santa Claus remember him? brought the biggest load of gifts in history to Torrance this week. But he had some practice handling his load, training that he received last Friday night when he arrived right on schedule with his huge Gift Chest at the corner of Sartori and Marcellina avenues.

Distribution of more than 70 presents from that novel chest was the climax to the annual Christmas Shopping in Torrance promotion campaign conducted by The Herald with the cooperation of a large number of local merchants.

With Ray Brooks, Herald advertising manager, acting as master-of-ceremonies and chief assistant, Santa selected the gifts that lined the shelves of his huge chest and passed them out to fortunate members of the crowd of more than 1,000 persons who had assembled to "cash in" on their Torrance gift tickets.

The chest was mounted on one of Jack Miller's M and M Transfer Company trucks. Torrance city firemen directed large flood lights on it and Dale Riley had his public address system working in perfect order.

WATCH NIGHT SERVICE OPEN TO ALL HERE

On New Year's Eve, Sunday, Dec. 31, a community-wide Watch Night service will be held at the Methodist church, corner of El Prado and Manuel street, under auspices of the Torrance Ministerial Association. Beginning at 9 p.m. with a general assembly of all age groups, Rev. O. M. Northrup, pastor of the Baptist church, will conduct a platform service at which time a number of local residents will offer brief reminiscences of the year now closing and greetings for the new year.

The period from 10 to 11:15 p.m. will be designated as a social period, with entertainment and refreshments. Rev. Harry G. Banks, pastor of the host church, and Rev. Frank T. Porter, pastor of the Christian church, will be in charge of this portion of the Watch Night.

The closing moments of the year will be spent in a consecutive candlelight service, conducted by Rev. E. W. Matz, pastor of the Central Evangelical church. Special music will be presented throughout the evening. All residents of Torrance and vicinity are cordially invited to attend.

Armed Bandits Rob Liquor Store

Two white men, both armed with revolvers and both about 25 years old, robbed the Carson street liquor store, east of Western, of about \$50 in cash and \$10 worth of liquor and cigarettes about 9 p.m. Christmas Eve, according to police reports. The attendant at the store, Harlow Stevenson, gave an excellent description of the bandits. The investigation is being made by Los Angeles police.

Read Herald-News Want Ads for Profit—Use them for Action!

SEEMS LIKE YESTERDAY

By C. KESSLER



Hear Ye! Hear Ye! Hear Ye!

It's on its way! The biggest column anywhere for little folk everywhere! See next week's issue of this paper for the first edition of "Younger Fry's Own Column" by Aun' Carol. It's just in time for the New Year!

The Herald—3 months, 50 cents

Chief Warns New Bike Riders to Learn Safety Laws

One of the best signs that this was a very fine Christmas is the number of new bicycles on the streets these days. But Police Chief John Stroh is worried for fear that some of the proud young owners may suffer accidents before they become acquainted with "the rules of the road."

Red Cross Drive Nets \$548 Here

Lyle Doan, who was in charge of the annual Red Cross Roll Call here this year, announced yesterday that a total of \$548.70 had been sent to the Los Angeles chapter as this city's contribution. This was nearly \$100 more than the Torrance quota of \$450.

"I wish to express to all those who assisted in the canvass—the American Legion and Auxiliary and the Mant-l Club—my deep appreciation for their splendid service to the Red Cross," he said. "To those who subscribed, I want to say that they have helped a most worthy organization."

The Herald—3 months, 50 cents

"Trailer Vagabond" Tours The Painted Desert

By WARREN BAYLEY

Anyone who has read one of the books written by the late Zane Grey should certainly be acquainted with this part of the country. It is the territory he loved best and frequented most often.

Just why the desert has such an appeal to most people is hard to imagine. The land as a whole is worthless except for the wealth that lies beneath the surface. Here and there a little valley will be cultivated; producing crops of a very mediocre quality if compared with the middle-west. The balance is sand and rock covered with sage and mesquite brush, with a little grazing land to make it not quite a complete failure.

Hundreds of miles and millions of acres, all much the same. However, I have yet to find a person who has spent any appreciable time in the desert that doesn't look forward to going back.

Reflect Into Sky
Starting at the New Mexico state line, coming west on Highway 60, you begin to gain altitude. The ascent is very gradual and at no time do you feel that you are in the mountains. The road for the most part is straight with the towns very far apart, Albuquerque and Gallup being the only places of sufficient size to mention.

From Gallup west it is a different story. A few miles brings you to the Arizona state line and soon after roadside markers begin telling the distance to the Painted Desert. You are now in one of the most scenic sections of the United States, with such outstanding points of interest as Meteor Crater, Grand Canyon and Boulder Dam just down the highway.

If you visit to the Painted Desert is on a bright day when the sun is high in the sky, the five mile and less markers will not be necessary. So vivid are the colors of the desert that they reflect into the sky creating

a holy sight, visible for many miles. Bright Days Are Best. Its bright and changing colors are impossible to describe. Artists have worked in vain to transfer it to canvas. All in all the best description was a two word one, given by someone who reverently called it "God's Masterpiece."

In conjunction with the "Desert" is the Petrified Forest National Monument. Here whole tree trunks have been transformed into stone and are lying about in the exact position in which they fell. Like all other National Park areas, the Painted Desert and Petrified Forest are under the jurisdiction of the Department of the Interior. Approximately 53,000 acres are contained in the two places.

By all means plan your trip so your visit will be when the sun is high. When the shadows fall over the sand it becomes dull and lifeless. During the day it is magnificent.

"Trailer Vagabond" is sponsored and appears in this newspaper thru the courtesy of HOWARD G. LOCKE, fire and automobile insurance agent, 1405 Marcellina, telephone 135-M.

Police Officer Loses Turkey to Thief

When a thief steals a turkey from a police officer that means plenty of trouble if said turkey-thief is caught.

Officer Willard Barnett is looking for the person who swiped his Christmas turkey from his home at 2007 Audrey late last Wednesday afternoon.

Wooldridge Writes

Herald Circulation Mr., writes: A wisecrack is a man who observes but does not think.

Open
7 a. m.
to 2 a. m.
Every Day!

ROBERTS

LIQUOR STORES

We
Cash
Payroll
Checks

Say "Happy New Year"
With LIQUORS from ROBERTS

Crab Orchard
Squat Bottle

Bourbon
Full Quarts
\$1.49

VAI BROS. CALIFORNIA

Pink Seal
Extra Dry

CHAMPAGNE

Full 97
5th Gal.

T. W. Samuels
Straight
Bourbon
Pints
\$1.05

A Really Fine Bourbon

Smooth, Mellow and a Truly
Low Price! Try it!

BOND & LILLARD

Bottled In Bond—4 Years Old

\$1.37 Pt. **\$2.10** 5th

TOM & JERRY NEEDS

LYON'S Pt. 5th
Brandy-Rum \$1.20 \$1.93

OLD ENGLISH 1-lb. Jar
Tom & Jerry Batter .49c

RON RICO PUERTO RICAN
RUM 4-5ths pt. \$1.14

SILVER LABEL
Bacardi Rum . . . 5th \$2.20

BONDED
Roxwell Brandy pts. \$1.05

HAPPY VALLEY
Brandy 5th \$1.14

Golden Wedding Blended
BOURBON qt. \$1.79

Delicatessen Department OPEN

New Year's Day

Genuine Imported
ROCQUE-FORT
Societe "B"
lb. **69c**

Full Cream
LONG HORN
lb. **23c**

SWISS CHEESE
lb. **33c**

SWEET
PICKLES
Dozen **19c**

GREEN or RIPE
OLIVES
Pint **19c**

DILL
PICKLES
Dozen **19c**

Four Roses
3 1/2 years old
PINTS **\$1.39**

Ritz
Straight
BOURBON
PINTS **87c**

IMPORTED

CHAMPAGNES

Mumm's 5th \$4.65
Lanson, 1928 5th \$4.85
Dry Monopole 5th \$3.50

We've Been Saying It So Long
We Know It By Heart—

—A Very—

Happy New Year

To
All Our Good Friends and
Customers

HOWARD'S JEWELERS

TORRANCE

—A—

HAPPY, PROSPEROUS NEW YEAR

TO ALL OUR
CUSTOMERS and FRIENDS

Sam Levy Dept. Store

And Staff